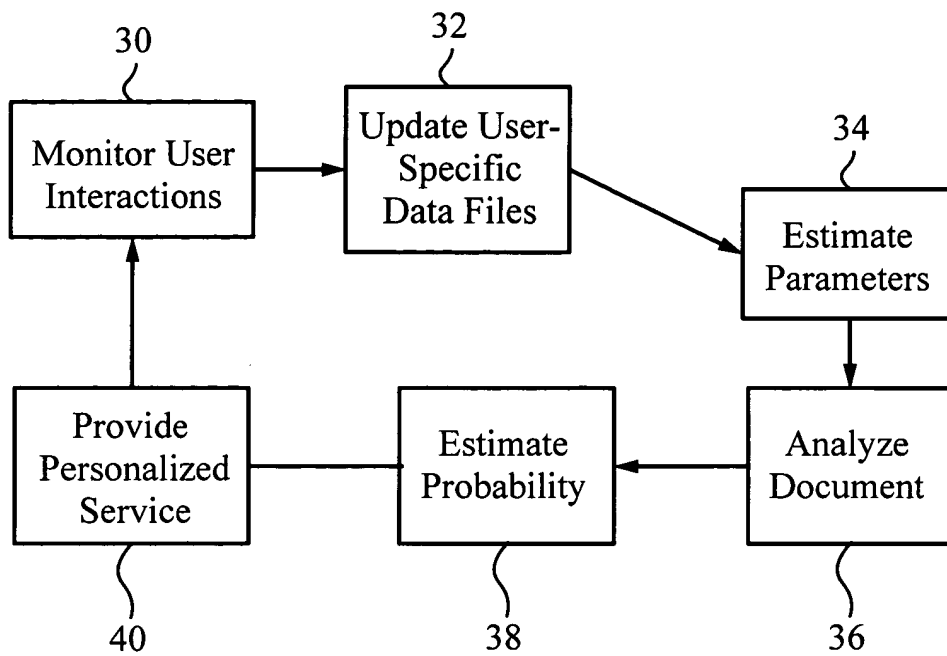
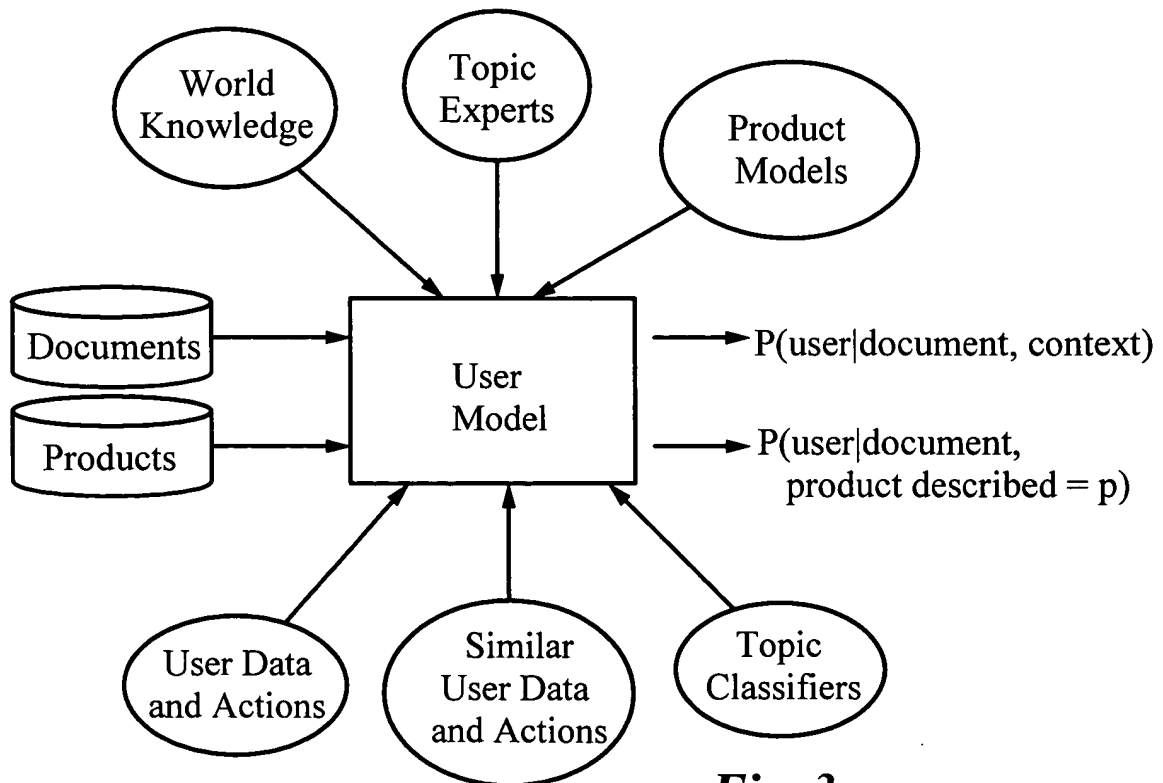
*Fig. 1*

*Fig. 2**Fig. 3*

Informative Word/Phrase List

Word ID	Word Grade	Last Access Time	Number of Accesses
Vegan	0.86	3/6/2000 12:22:41	173
Parasail	0.72	4/15/2000 18:51:27	220

Fig. 4A

Web Site Distribution

Site ID	Site Probability	Last Access Time	Number of Accesses
herring.com	0.61	5/1/2000 19:15:21	152
Java.com	0.43	4/24/2000 3:16:18	460

Fig. 4B

User Topic Distribution

Topic ID	Topic Parent	Topic Probability	Last Access Time	Number of Accesses
Computers	Industries	0.6	12/2/1999 1:21:22	74
Publishing	Industries	0.31	1/2/2000 6:25:31	62

Fig. 4C

User Product Distribution

Product ID	Product Parent	Product Probability	Last Purchase Time	Number of Purchases	Last Access Time	Number of Accesses
3Com Palm 3E	Without Keyboards	0.73	12/16/1999 17:21:21	1	5/2/2000 16:01:21	78
Without Keyboards	Handhelds/PDAs	0.81	12/16/1999 17:21:21	1	3/15/2000 17:21:21	98

Fig. 4D

User Product Feature Distribution

Product ID	Feature ID	Value	Value Probability
Webcams	Interface	PC Card	0.7
Webcams	Interface	Serial	0.2

Fig. 4E

5/19

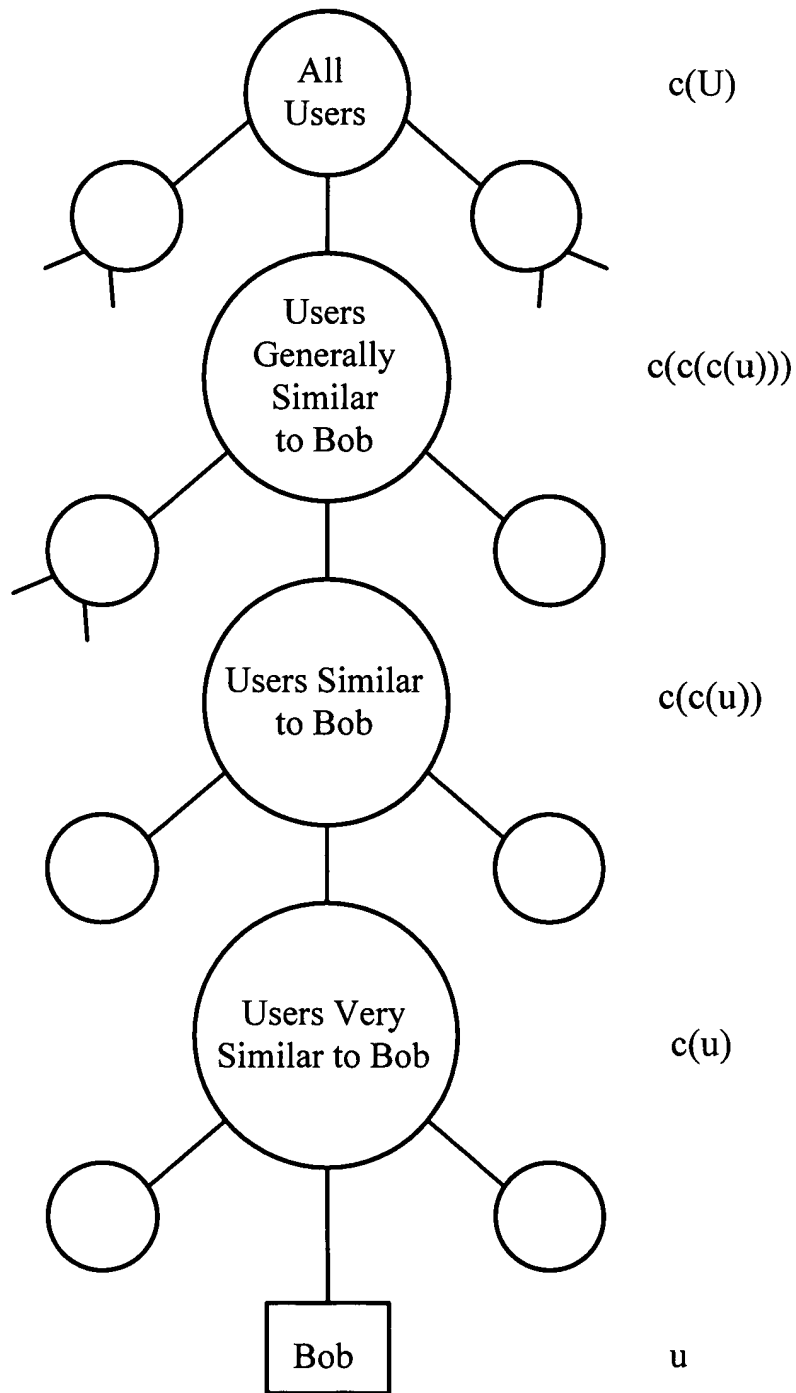


Fig. 5A

User Cluster Tree

Cluster ID	Cluster Parent ID
C123	C3345

Fig. 5B

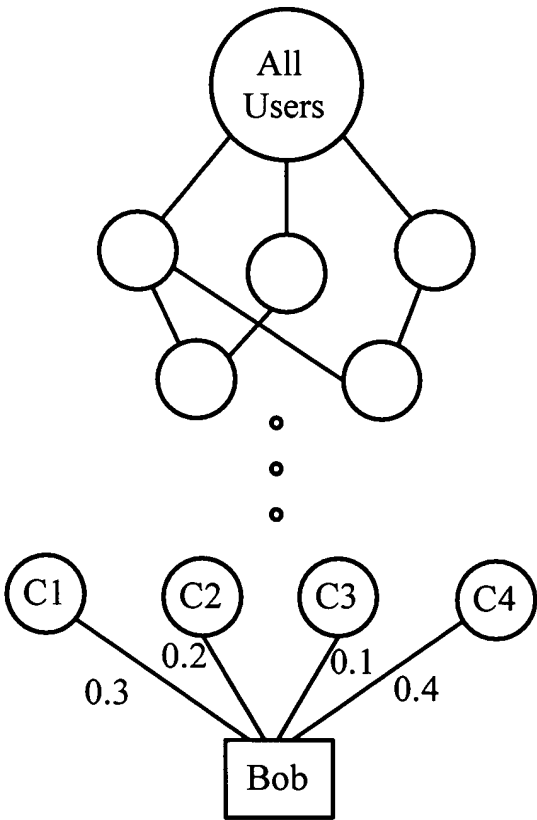


Fig. 6A

7/19

User Fuzzy Cluster Tree

Cluster ID	Cluster Parent ID	Cluster Probability
Bob	C1	0.3
Bob	C2	0.2
Bob	C3	0.1
Bob	C4	0.4
C1	C11	0.2

Fig. 6B

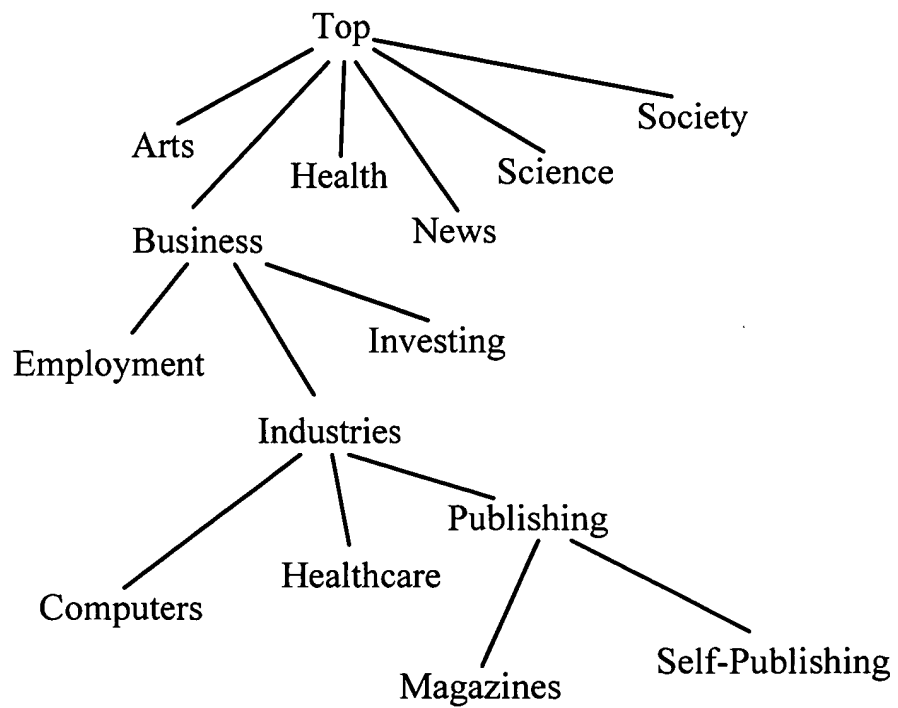


Fig. 7

Topic Tree

Topic ID	Depth Level	Topic Parent ID	Number of Children	Children
Investing	2	Business	3	International, Resources, Socially Responsible
Employment	2	Business	4	Careers, Recruiters, Resumes, Seasonal

Fig. 8

Topic Experts

Topic ID	Topic Parent ID	Cluster 1	Cluster 2	Cluster 2
Investing	Business	C112	C113	C114
Employment	Business	C241	C212	C159

Fig. 9

9/19

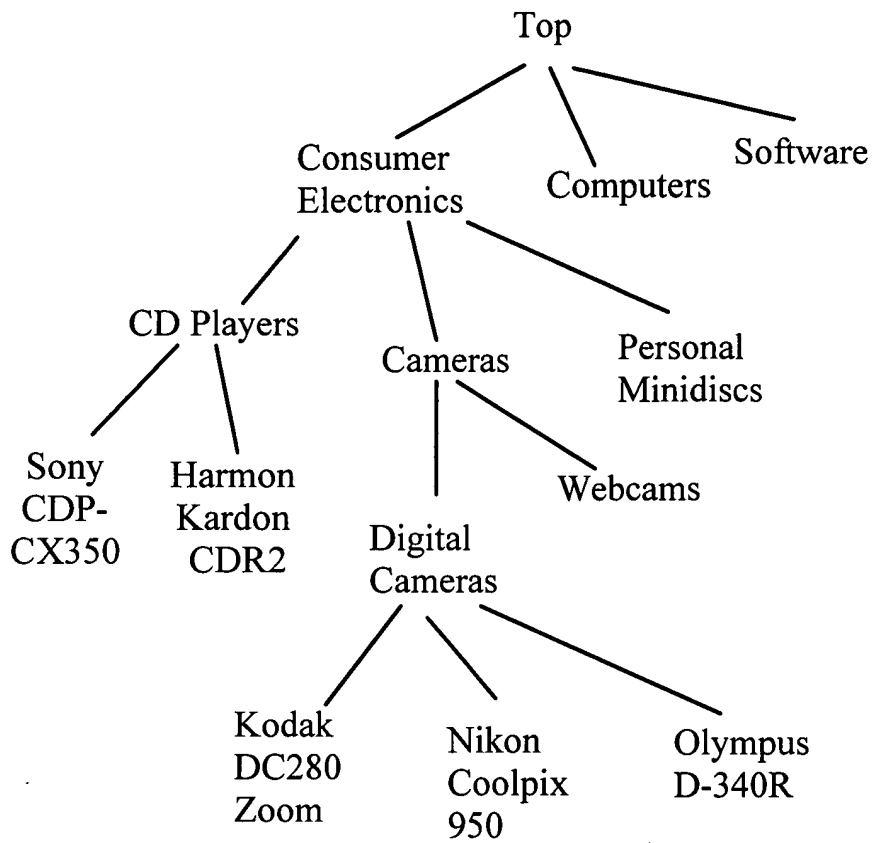


Fig. 10

Product Tree

Product ID	Depth Level	Product Parent ID	Number of Children	Children
Cameras	3	Consumer Electronics	2	Digital Cameras, Webcams
Consumer Electronics	2	Top	3	CD Players, Cameras, Personal Minidiscs

Fig. 11

Product Feature List

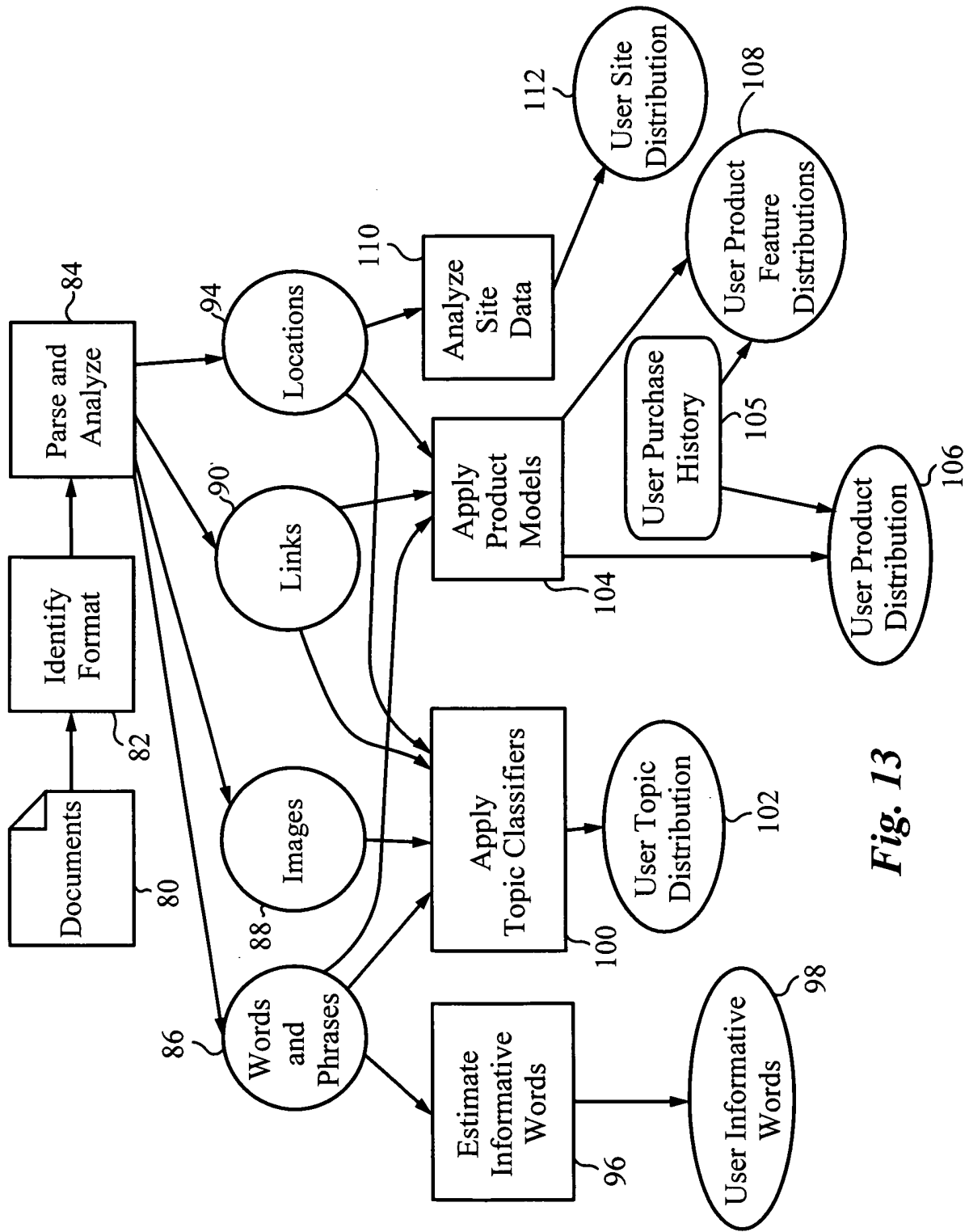
Product ID	Feature	Value
Sony CDP-CX350	Brand	Sony
Sony CDP-CX350	CD Capacity	50 Discs or Greater
Sony CDP-CX350	Digital Output	Optical

Fig. 12A

Product Feature Value List

Feature	Value
Digital Output	Coaxial and Optical
Digital Output	Coaxial
Digital Output	Optical
Digital Output	No

Fig. 12B

**Fig. 13**

User Recently Accessed Butter

Document ID	Access Time	Interaction Type	Context	Degree of Interest
www.herring.com/insider	5/12/2000 14:37:21	Navigation	bookmark access	positive, followed 3 links 12 minutes
www.m-w.com	5/12/2000 15:08:21	Search	query "dictionary"	positive, followed 5 links bookmarked, 21 minutes

Fig. 14

User Site Candidate Table

Site Name	Number of Access	Last Access Time
www.herring.com	157	5/12/2000 14:37:21
www.m-w.com	162	5/12/2000 15:08:21

Fig. 15A

User Word Candidate Table

Word ID	Word Spelling	Word Spelling	Word Grade	Last Access Time
Cytochrome	Cytochrome	Cytocrome	0.67	4/16/2000 7:10:01
Hyperbilirubinemia	Hyperbilirubinemia	Hyperbilirubenema	0.58	4/27/2000 12:18:42

Fig. 15B

User Recently Purchased Products

Product ID	Parent Node	Purchase Time	Purchase Source
Panasonic SL-502	Discmans	5/1/2000 16:01:04	ebyweb.com
Hitachi VM6500A	Camcorders	5/3/2000 18:19:21	supremevideo.com

Fig. 16

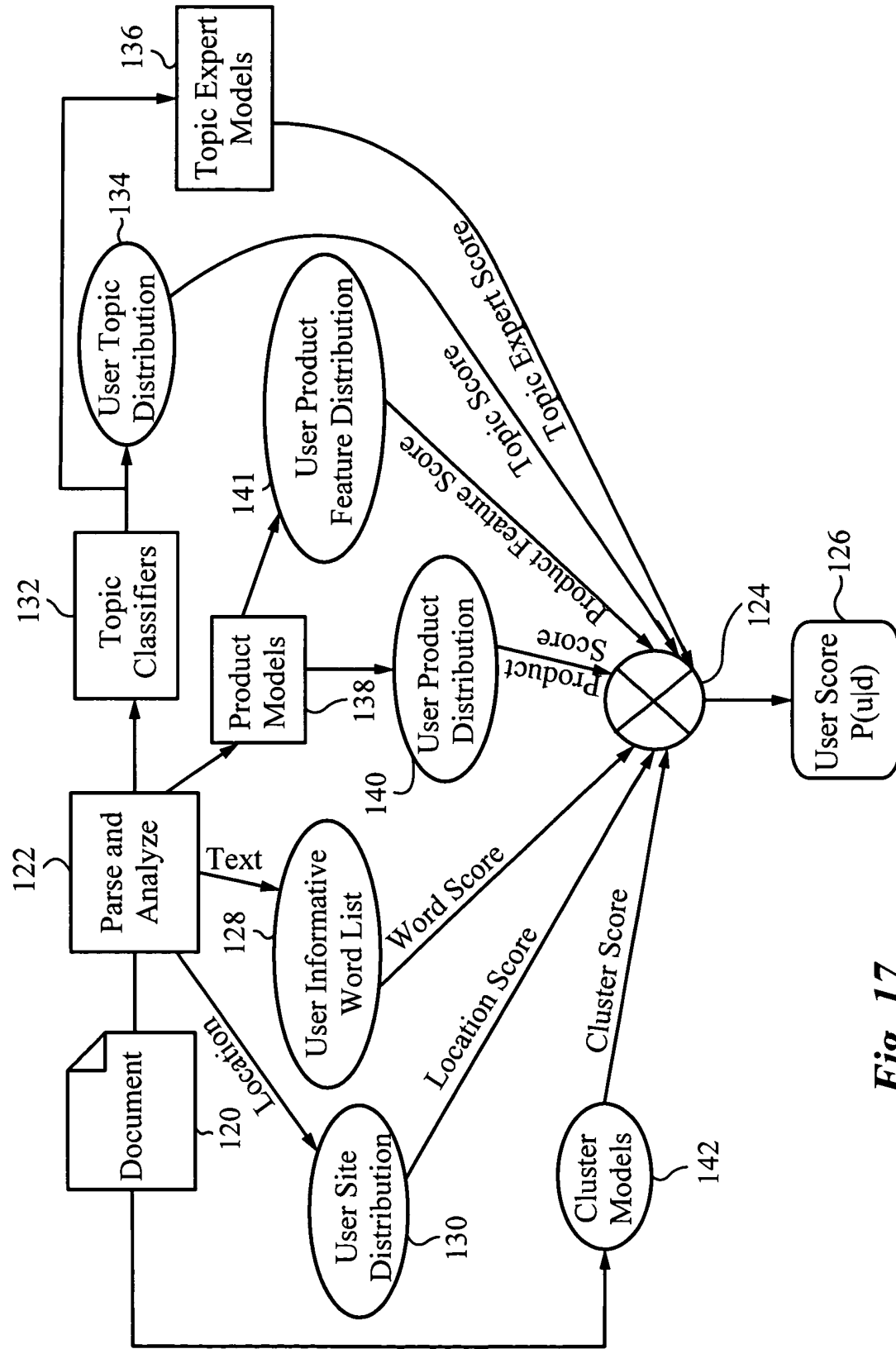


Fig. 17

15/19

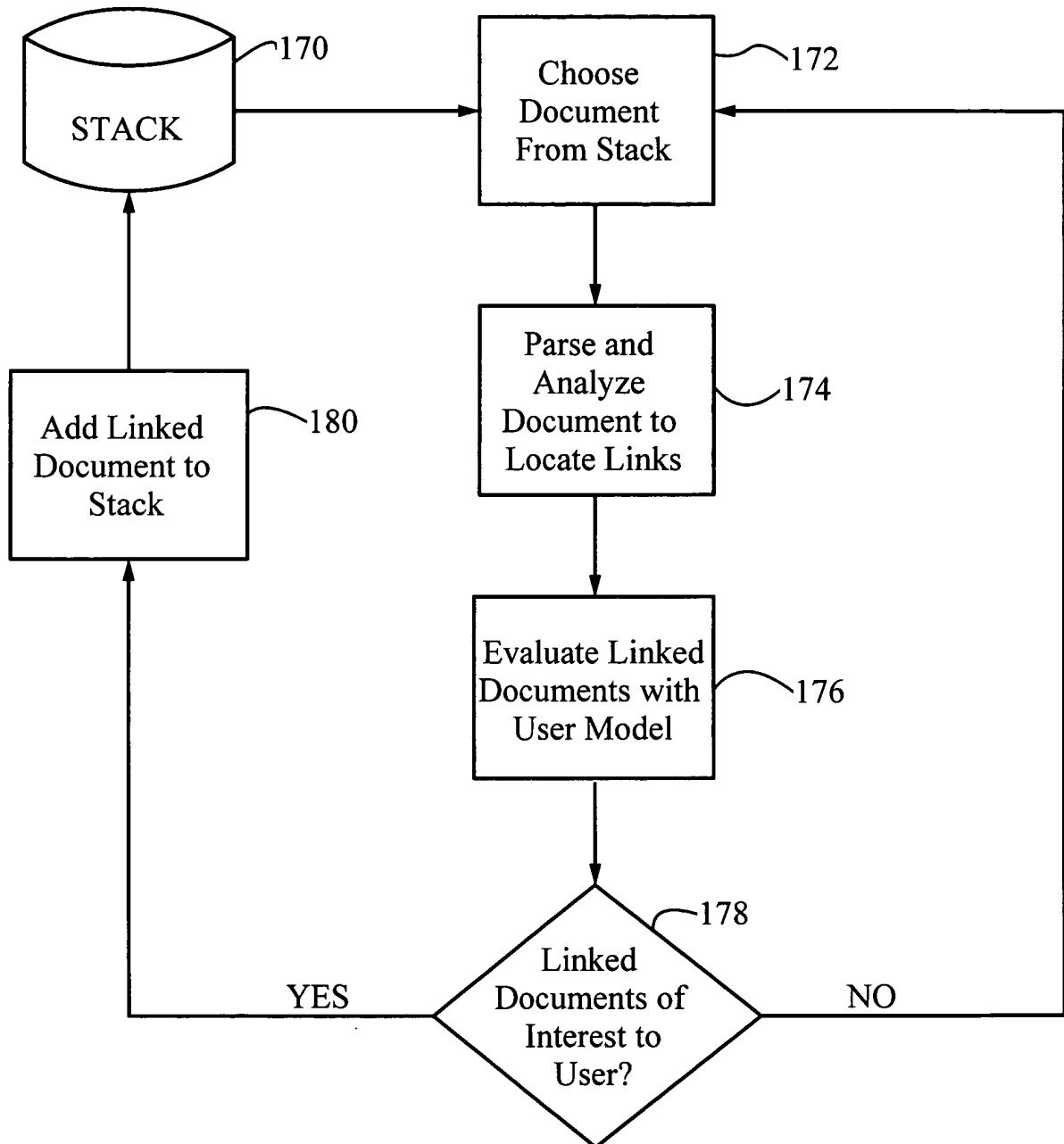
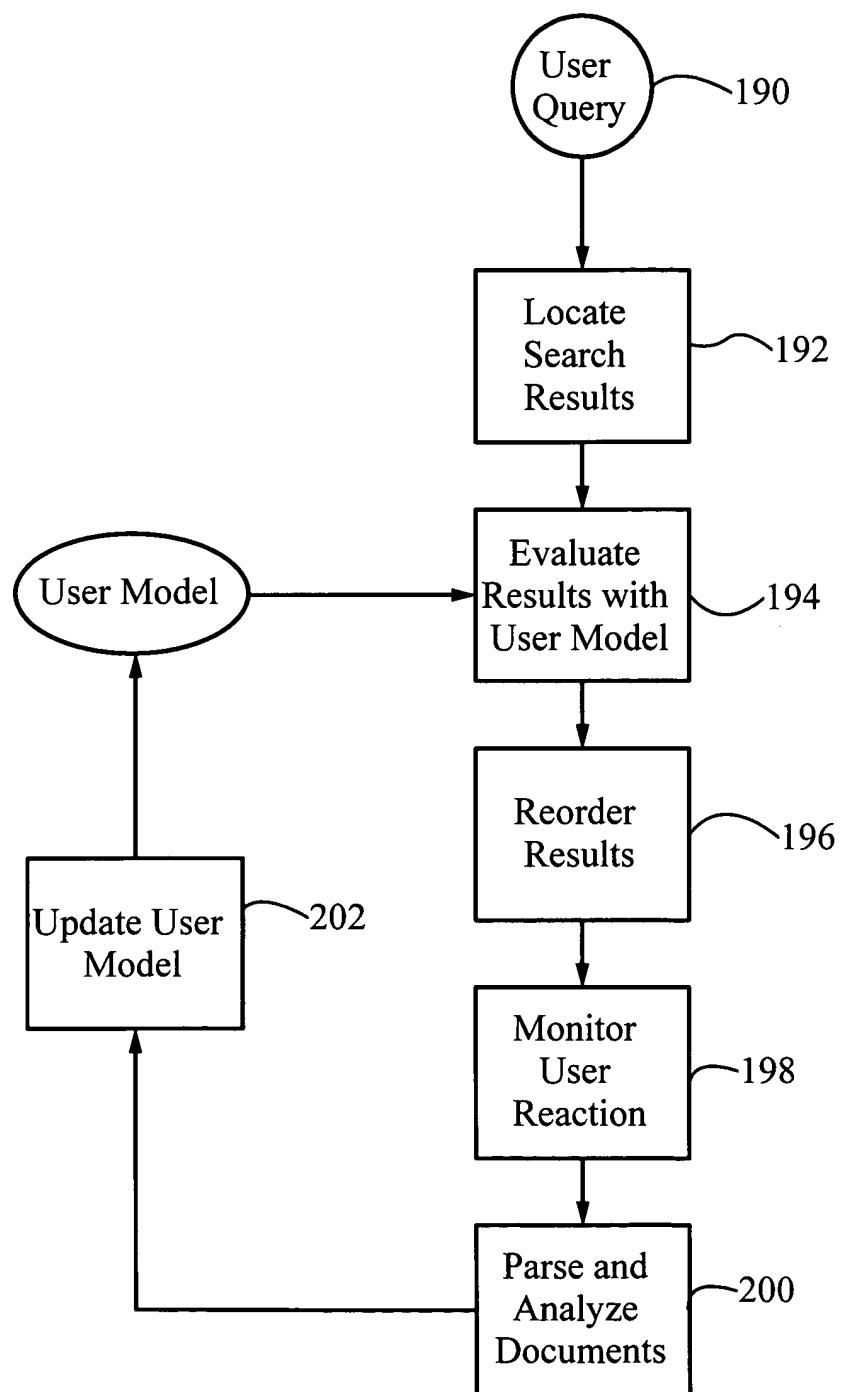
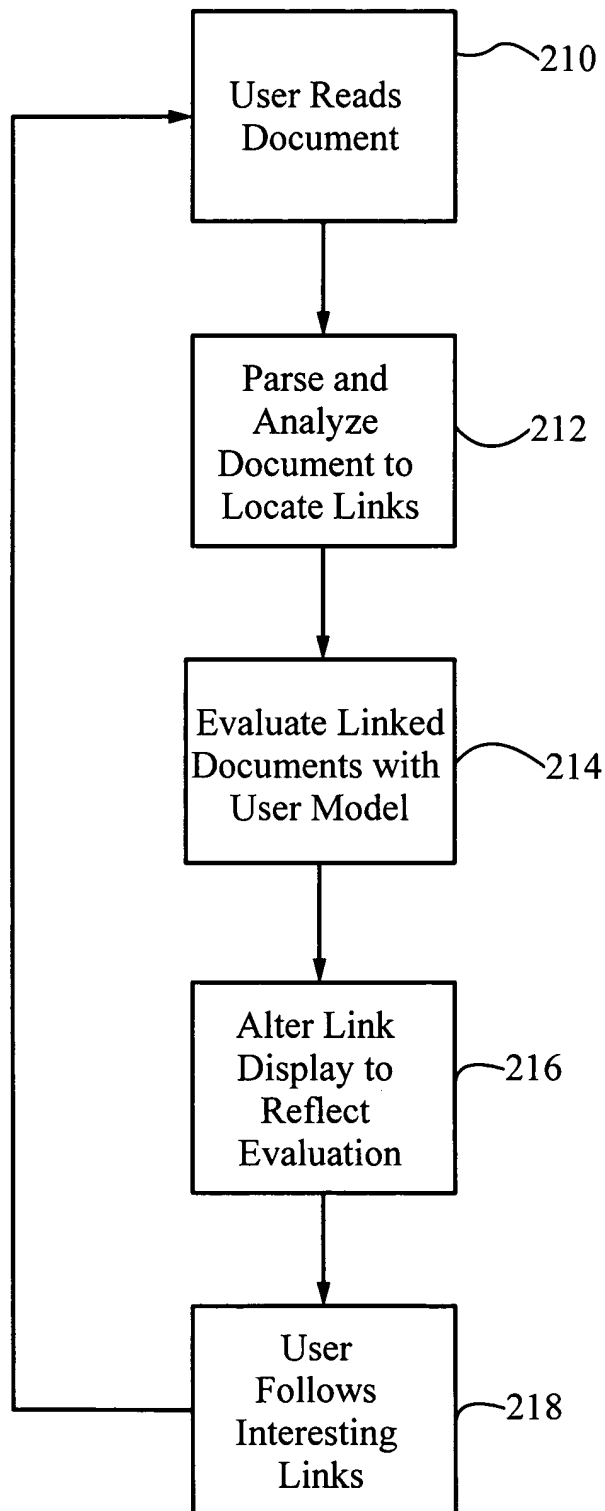
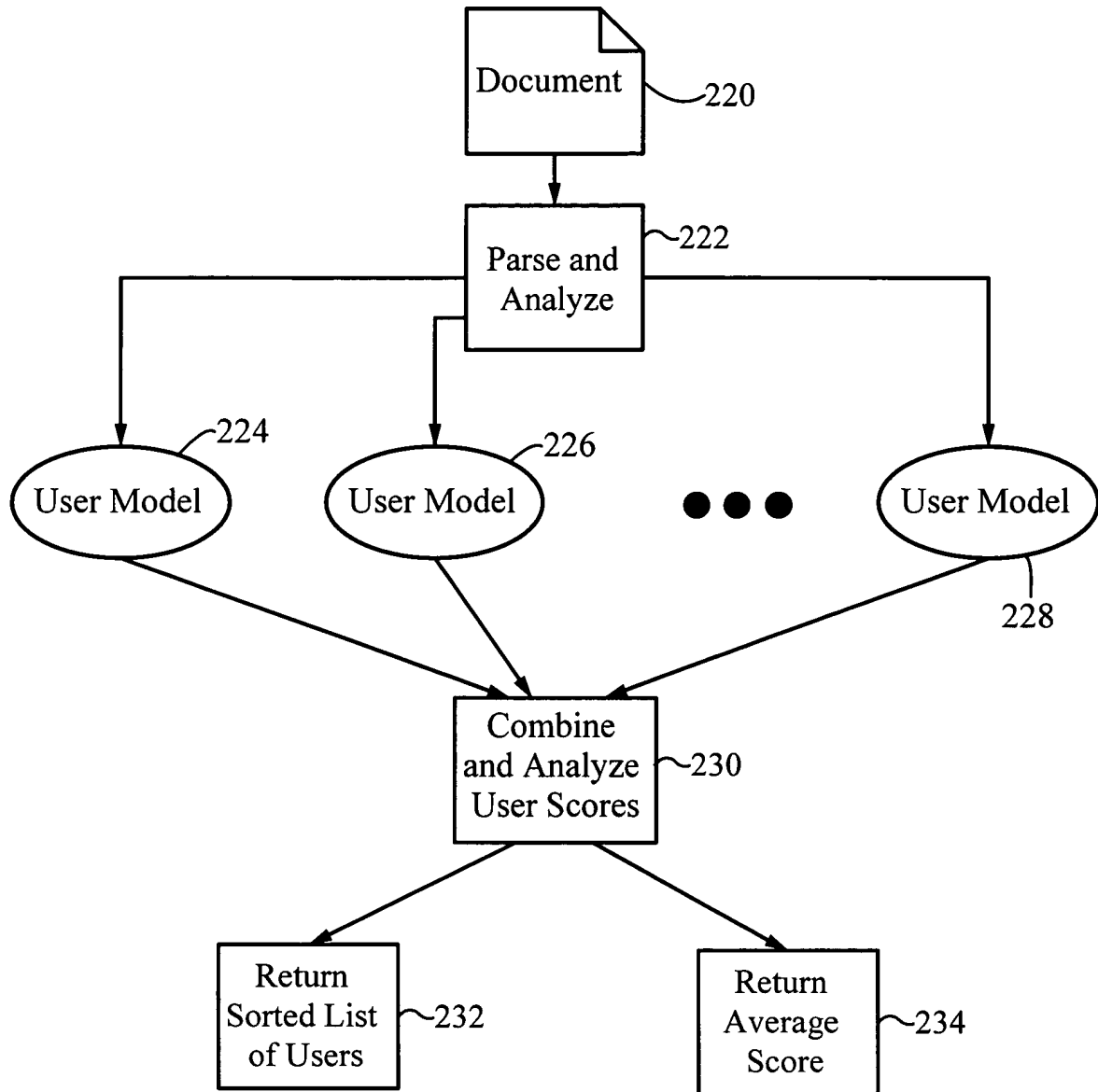


Fig. 18

*Fig. 19*

*Fig. 20*

*Fig. 21*

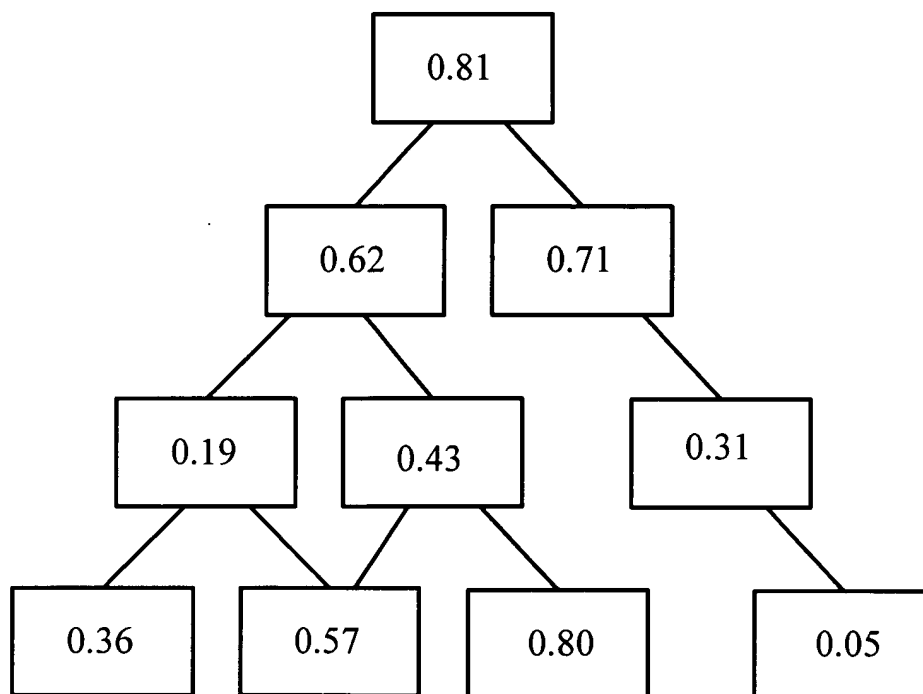


Fig. 22